

ABSTRACT OF THE DISCLOSURE

When reproducing an image by a display apparatus having a plurality of pixels, in an average signal level operation circuit is performed an operation to obtain an average signal level which is an average level of all the pixel signals in a picture signal including a pixel signal representing information of a pixel, then, according to this average signal level, in an input signal - output brightness property setting circuit is set an input signal - output brightness property representing variations in brightness of a pixel with respect to a level of the pixel signal, then, the compensation of the picture signal is performed either to satisfy the input signal - output brightness property thus set in a signal compensation section or to allow variations in maximum output brightness of a pixel of the display apparatus according to the average signal level in a maximum output brightness adjustment circuit, so as to output the picture signal subject to compensation to the display apparatus.